Last Modified February 19, 2021 11:57 AM

Ace Rewards

2021 Style Guide

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Ace Rewards

The Helpful way to Shop, Earn, Save!

Ace Rewards is the kind of rewards program you'd expect from "The Helpful Place." It's uniquely helpful, just like your local Ace, because it's easy and **FREE** to join. In addition to the satisfaction you feel every time you complete a project, you get the added benefit of earning rewards when you purchase your supplies at Ace. In a way, Ace Rewards makes every project more rewarding. And the perks keep coming, with coupons mailed directly to you, plus your signup bonus and exclusive member offers and events. And you can download the Ace App to easily track your Rewards status and receive instant perks.

Ace Rewards – it's as easy as shop, earn, save!

Tone & Voice

Consumer Focused

Communications should prioritize consumer benefits. Remember, this is a rewards program. It is geared to make the consumer feel special. Every reward is a gift. A gift they earned with their loyalty to Ace. This is customer appreciation in its truest form. Messaging should feel personalized to the customer, from his or her local Ace store.

Share the Fun

For many consumers, rewards programs are a way of life. Ace Rewards is probably not the only rewards program they belong to, so it will probably be compared to others. We want Ace Rewards to be the benchmark for what a good rewards program is. We want it to be so good, they tell their friends and encourage them to join also.

Respectful, not Boastful

We know Ace Rewards is the best program, but we don't need to brag about it. Never boast about Ace Rewards or compare it to other programs. We lead by example, by being helpful and appreciative. We don't have to rely on hyperbole or chest pounding that we are "the best" or "better than the rest."

Boost Engagement

When possible, encourage consumers to engage with the program. This includes channels with direct consumer interaction, including social media like Facebook and Instagram, in-store employee merch like buttons, and at-register signage.
Ask questions that encourage consumers to continue the conversation:
"How will you spend your rewards?"
"How can this reward help you complete the next item on your "to-do" list?"
"How did your last reward help your project?"

Writing Examples

Easy and Rewarding

Like any Rewards program, Ace Rewards has some guidelines for earning and redeeming rewards. Our goal is to make the program seem as easy as possible for new members. We also want to make the program feel comprehensive for more seasoned Rewards Members. And where possible, we want to include references to hardware and home improvement to help the program stay tied to the Ace Brand voice and category.

- **Now any home project can feel more rewarding!**
- **Discover an entire toolbox of ways to earn points and save.**
- **Create an online account in 3 easy steps.**

Talk to your Neighbor

While the Ace master brand strives for a friendly tone, Ace Rewards is even more fun and conversational. Rewards customers shop with us often and may have a closer relationship with their local Ace. Rewards communications should feel like you are talking with a neighbor or a friend.

- **Way to go Sam! You're on your way to earning your first $5 reward.**
- **You got this, Jim! Your rewards balance is on the move this month.**
- **Use it, don't lose it! Don't forget to redeem your reward Jeff.**
- **Jenny, we've got a member update with your name on it!**
- **You're so close Mike! Just 20 points from your next Reward.**

Helpful Suggestions

Consumers might not realize the full potential of the Ace Rewards program, so it's our job to help them get the most out of it. Give ideas on how consumers can earn more rewards and put the reward they've already earned to good use.

"Here's a special offer to help with Fall Cleanup!"

"Don't run out! Here's a special offer to keep your grill fueled up and ready to BBQ!"

"Here's a special perk to make your holiday shopping count extra!"

"Making a big purchase? Now's a good time to earn Double Rewards points."

Core Primary Logo

Full-color primary logo with tagline

- **Most preferred logo**
- Ideal use on white or light bkgrds
- Type in black and Ace logo in red
- Shop Earn Save in black
- Stars in red

Full-color primary logo without tagline

- Ideal use on white or light bkgrds
- Type in black and Ace logo in red
- Stars in red

Core White Logo

White logo

- Ideal on red, black or darker bkgrd
- All white

Reversed white and red logo (preferred)

- Ideal on red, black or darker bkgrd
- Type in white
- Stars in red

Reversed white and black logo

- Ideal on red bkgrd
- Type in white
- Stars in black

With tagline

black box is for placement only

Without tagline

black box is for placement only

black box is for placement only

black box is for placement only

red box is for placement only

red box is for placement only

Core Black Logo

Black logo

- Preferred use for 1 color print
- All black

With tagline

Without tagline

Core Primary Logo - Horizontal

Full-color primary logo with tagline

- Use only in horizontal spaces
- Ideal use on white or light bkgrds
- Type in black and Ace logo in red
- Shop Earn Save in black
- Stars in red

ACE REWARDS®
SHOP·EARN·SAVE

Full-color primary logo without tagline

- Use only in horizontal spaces
- Type in black and Ace logo in red
- Stars in red

ACE REWARDS®

Core White Logo - Horizontal

White logo

- Ideal on red, black or darker bkgrd
- Use only in horizontal spaces
- Type & stars are all white

Reversed white and red logo (preferred)

- Ideal on red, black or darker bkgrd
- Use only in horizontal spaces
- Type in white
- Stars in red

Reversed white and black logo

- Ideal on red bkgrd
- Use only in horizontal spaces
- Type in white
- Stars in black

With tagline

black box is for placement only

Without tagline

black box is for placement only

black box is for placement only

black box is for placement only

red box is for placement only

red box is for placement only

Core Black Logo - Horizontal

Black logo with tagline

- Preferred use for 1 color print
- Use only in horizontal spaces
- Type and stars are all black

With tagline

Without tagline

Minimum Size

To protect the integrity, legibility and impact of the Ace Rewards logo, it should never appear smaller than it is able to be successfully reproduced. Each logo exhibited here is rendered at its minimum size.

If the logo is set within a block of color, the minimum size still refers to the logo itself.

Primary logo with tagline

2” min

Horizontal logo with tagline

2.75” min

Primary logo without tagline

0.75” min

Horizontal logo without tagline

1” min

App and Digital Usage only

0.5” min

0.75” min

Logo Clearspace

The Ace Rewards logo needs to be spatially respected and clear of clutter.

The minimum space around the logo is defined by the “A” in the Ace logo’s height/width.

Logo Don’ts

The Ace Rewards logos are original artwork that must never be modified.

Do not attempt to reproduce, modify, or recreate the Ace Rewards logos. Only use the approved logo files provided by Ace.

do not tilt

do not change colors

do not squish logo

do not place vertical

do not warp

do not stretch logo

do not add drop shadow

do not crop

do not add special effects

Fonts

Consistent use of typography is key to maintaining our Ace Rewards look and feel.
Roboto Slab Bold and Roboto Regular are our primary typefaces.

Primary Font - Roboto Slab Bold

headlines

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary Font - Roboto Regular

subheadlines and body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Accent Font - Run Wild

pop words (i.e. birthday, congrats, exclusive)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Color Palette

primary

Pantone 186C

CMYK
C 0%
M 100%
Y 81%
K 4%

RGB
R 212
G 0
B 41

HEX D40029

Black

CMYK
C 0%
M 0%
Y 0%
K 100%

RGB
R 0
G 0
B 0

HEX 333333

White

CMYK
C 0%
M 0%
Y 0%
K 0%

RGB
R 255
G 255
B 255

HEX FFFFFF

secondary

Black 12%

CMYK
C 0%
M 0%
Y 0%
K 12%

RGB
R 226
G 227
B 228

HEX E2E3E4

Dark Red

CMYK
C 12%
M 100%
Y 91%
K 24%

RGB
R 171
G 22
B 75

HEX AB1623

Backgrounds

primary

solid red

whitewashed wood

Preferred use when copy heavy.

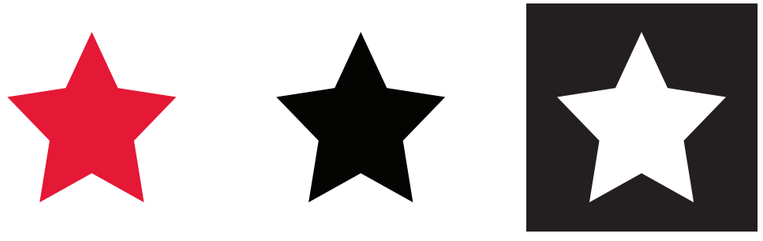
secondary

illustrated wood

two-tone red

Elements

Stars



Red Star Black Star White Star

black box is for
placement only

Please note the usage of stars should have a push pull effect that frames and compliments the piece without drawing too much attention to it. See pages 29-36 for examples of usage.

Toolbox

Red Toolbox

Program Level - Standard Icons

Icons will be used to bring values to life. They will help reinforce the benefits offered in Ace Rewards.

Shop & Earn

$5 Reward

Members Only

Download Bonus

Free Delivery

Exclusive Offers

Bonus Points

Birthday

Program Level - Standard Icon Versions

Icon versions available for different backgrounds.

Shop & Earn **$5 Reward** **Members Only** **Download Bonus** **Free Delivery** **Exclusive Offers** **Bonus Points** **Birthday**

Reversed out icon

red box is for placement only but use of this icon version is preferred on this color background

Icon in white circle

red box is for placement only but use of this icon version is preferred on this color background

Icon in red circle

white washed wood background is for placement only but use of this icon version is preferred on this background especially when there is more copy on the creative

Icons & Messaging

- Earn 1,000 Bonus Points when you join.
- Shop & Earn 10 points per dollar spent on most purchases in store and online.
- $5 Reward earned every 2,500 points.
- Member-only access to special events.
- Exclusive Offers and instant savings.
- $5 Download Bonus in the Ace App.*
- Free Delivery from store with qualifying online purchases of $50 or more.*
- $5 Birthday Gift: Something extra on your special day.

Program Level - App Icon Versions

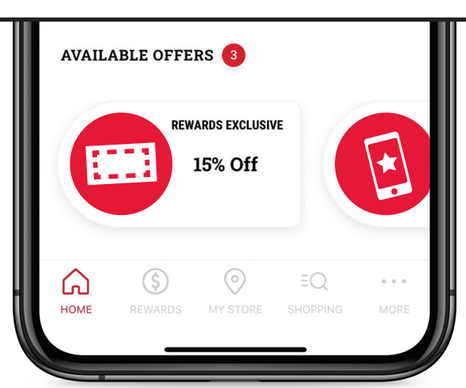
These are simplified one-color versions of the original and are **SPECIFIC TO THE APP AND DOTCOM USAGE ONLY.**
Use of these are for the “Available Offers” and Checkout only.
DO NOT USE ON ANY OTHER CREATIVE.

Shop & Earn **$5 Reward** **Members Only** **Download Bonus** **Free Delivery** **Exclusive Offers** **Bonus Points** **Birthday**

20px X 20px mininum use for Checkout experience

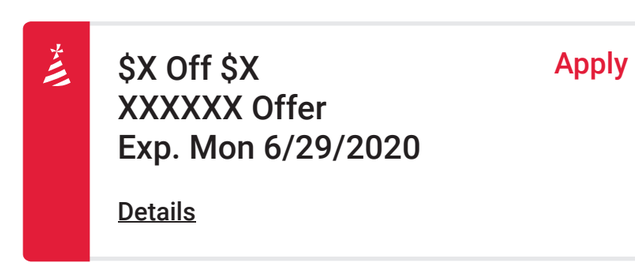
Available Offers in App Example:

Use white icons and
Ace Red background
HEX #D40029



Checkout Example:

Use white icons and
Ace Red background
HEX #D40029



Offer Level - App Only Icons

These are simplified versions of the original and are **SPECIFIC TO THE APP AND DOTCOM USAGE ONLY.**
Use of these are for the “Available Offers” and Checkout only.
DO NOT USE ON ANY OTHER CREATIVE.

$ Dollar Off

FBS

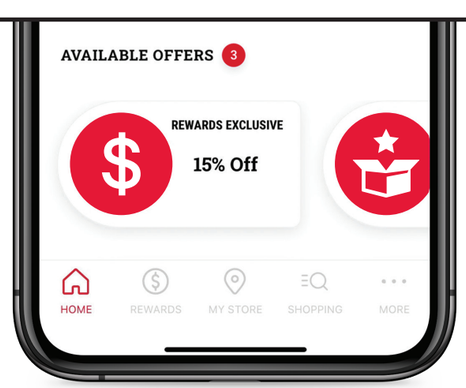
Gift

Bonus Bucks

20px X 20px mininum use for Checkout

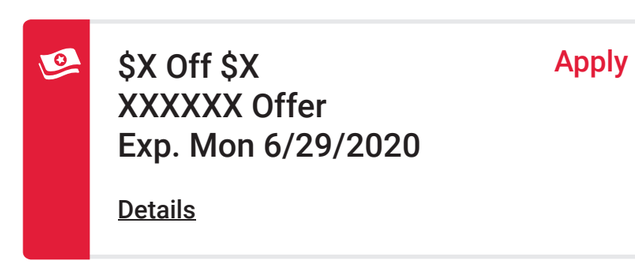
Available Offers in App Example:

Use white icons and
Ace Red background
HEX #D40029



Checkout Example:

Use white icons and
Ace Red background
HEX #D40029

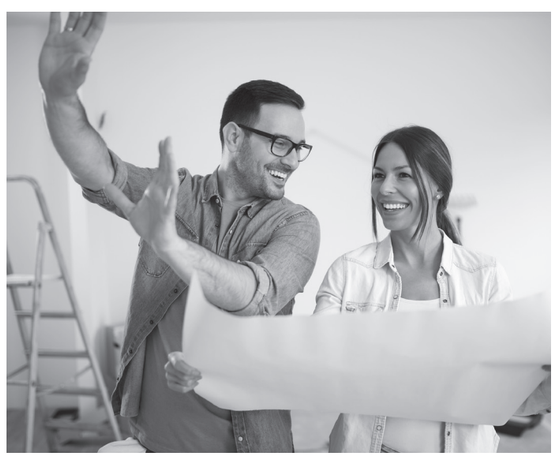


Photography - Lifestyle

Lifestyle photography helps add energy and excitement to the program.
Casting should reflect Ace demographic for age and diversity inclusion.

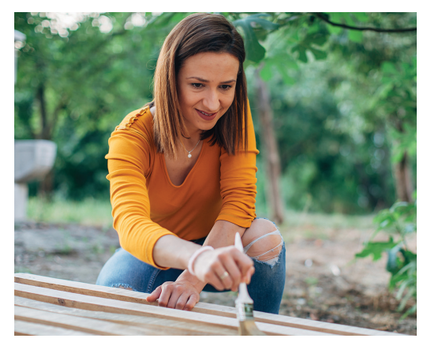
Black & white

Black and white images will be used primarily for hero rewards statements. Happy expressive face focused images are designated for special event promotions like anniversary, birthday and new member.



Color

In color images will be used for more storytelling moments.



Photography - Product

Product

Silo with harsh shadow will be shot straight on and used to tell product stories or showcase product promos.

Top Down

Top down will be used to showcase product in use or showcase texture and a workspace.

Ace App

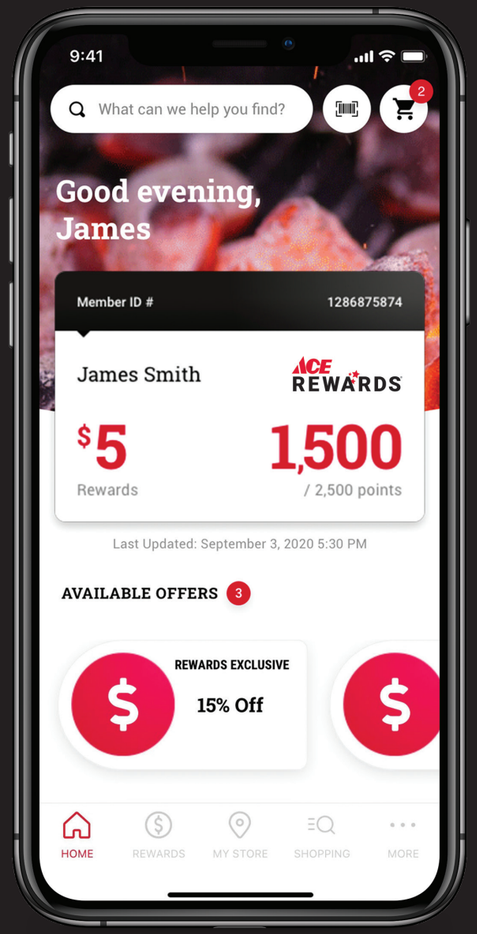
Ace Rewards works best for our customers when it is linked to the Ace App. It's the easiest way to help customers stay engaged with their local Ace store, check their Rewards balance any time, and access the full range of shopping and delivery options from their phones.

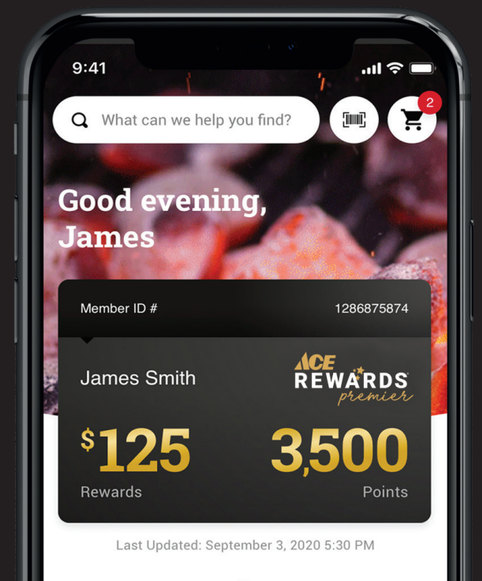
If there is space in the communication, it's a good idea to include a reminder about the Ace App and encourage consumers to take advantage of the $5 download bonus.

Ace App Messaging Key Points

- $5 Download Bonus in the Ace App when you link your Ace Rewards Account
- Rewards available 24/7
- Earn points more ways
- Shop thousands of products

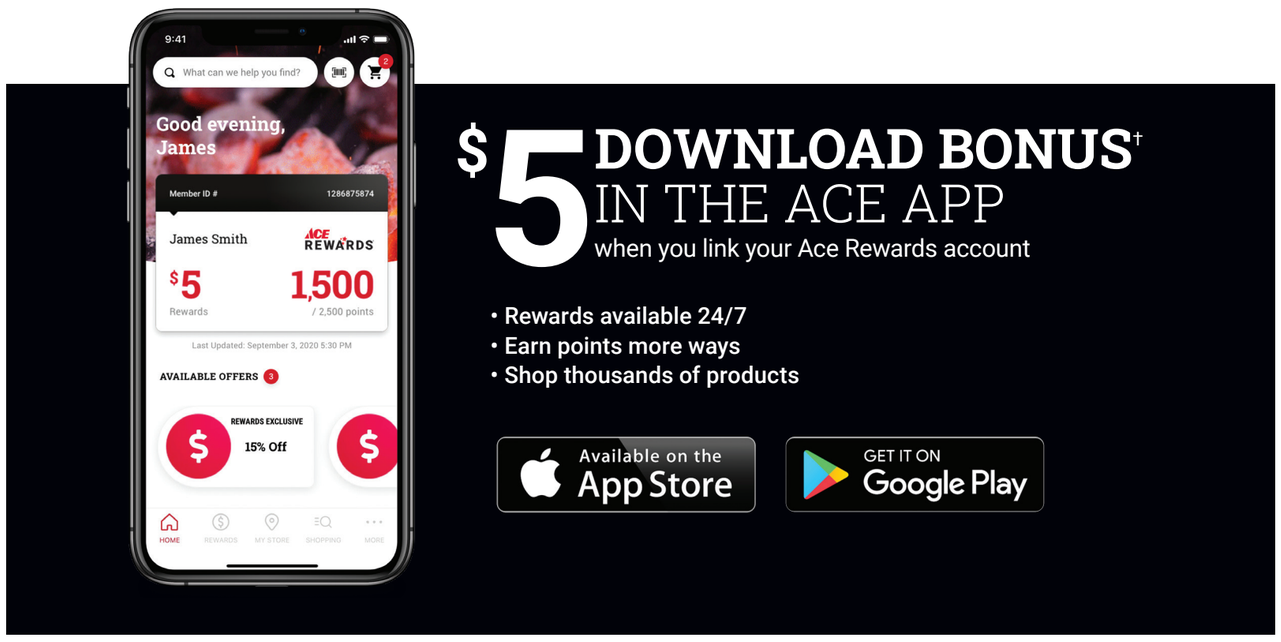
- Get your rewards and offers faster. They are available 24/7 and can be added to your digital wallet in a snap
- Earn points in more ways. Get 1000 points just for referring your friends and family
- Shop thousands of products
  - Free store pickup at your local Ace
  - Delivery from your local store
  - Free curbside pickup
  - Ship to home
- Find and get to know your local store
- Easily see store info and upcoming events





Download Bonus

$5 Download Bonus lockup - vertical creative (i.e. mailer panel)



Please see page 69 for disclaimers.

$5 Download Bonus lockup - horizontal creative (i.e. B-Spot)

Tracker Status

Points Tracker:

Please see page 69 for disclaimers.

Only XXXX points to go![T]

Earn 10 points per dollar spent on most purchases in store and online[**]

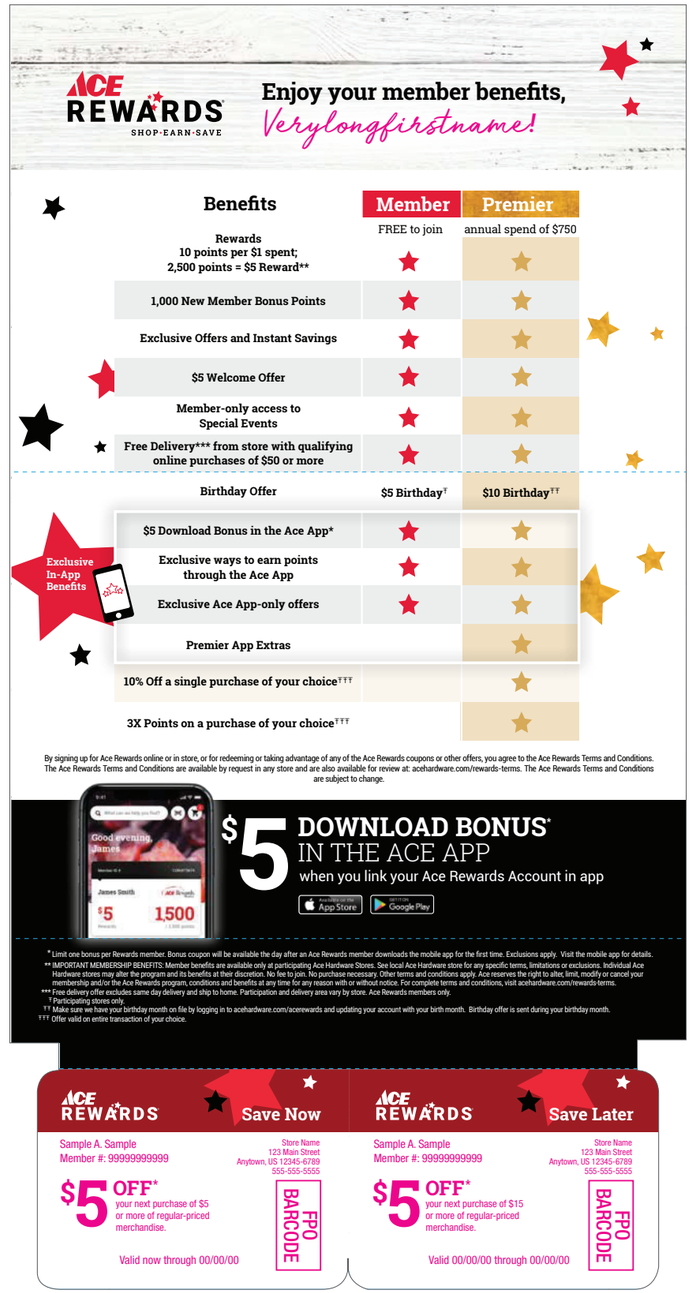
[T]As of XX/XX/XX

Print Examples

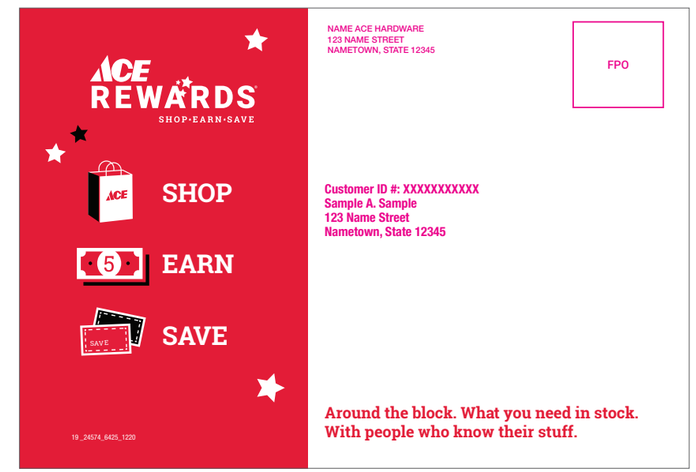
Welcome Mailer

COVER

INSIDE



MAILING PANEL

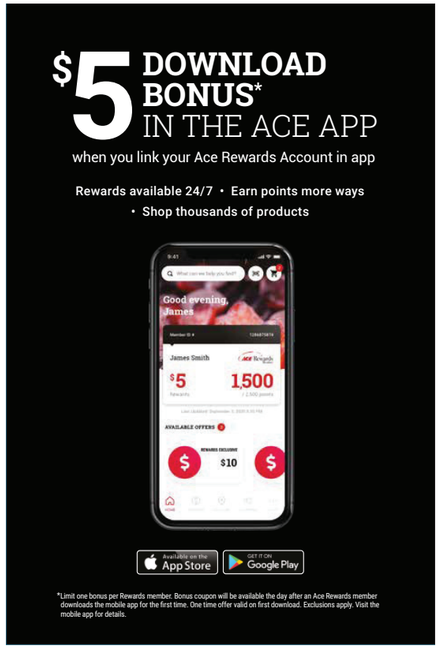


Print Examples

Targeted Mailer

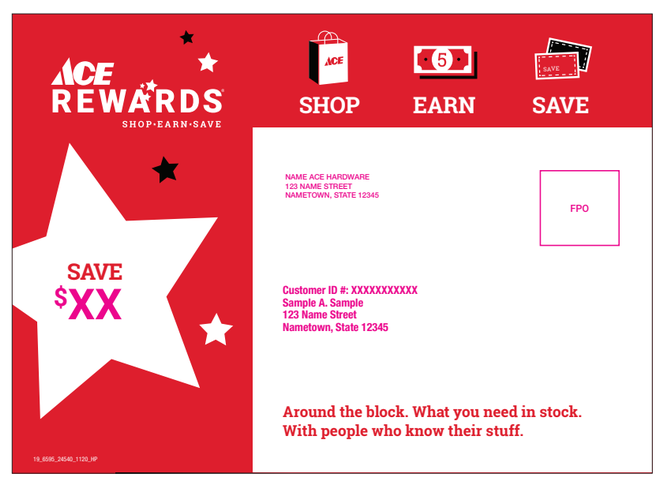
COVER

FLAP A



INSIDE SPREAD WITH PIRX CARDS

MAILING PANEL



Print Examples

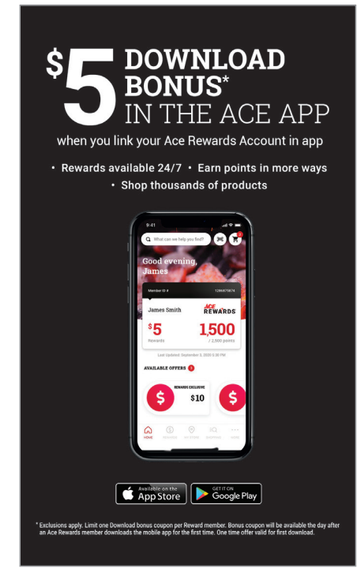
Earned Mailer

COVER

MAIL PANEL

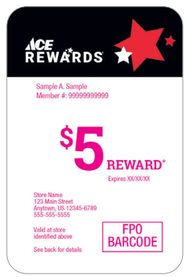
FLAP A

FLAP B

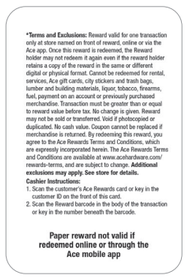


SPREAD

PIRX CARD FRONT



PIRX CARD BACK



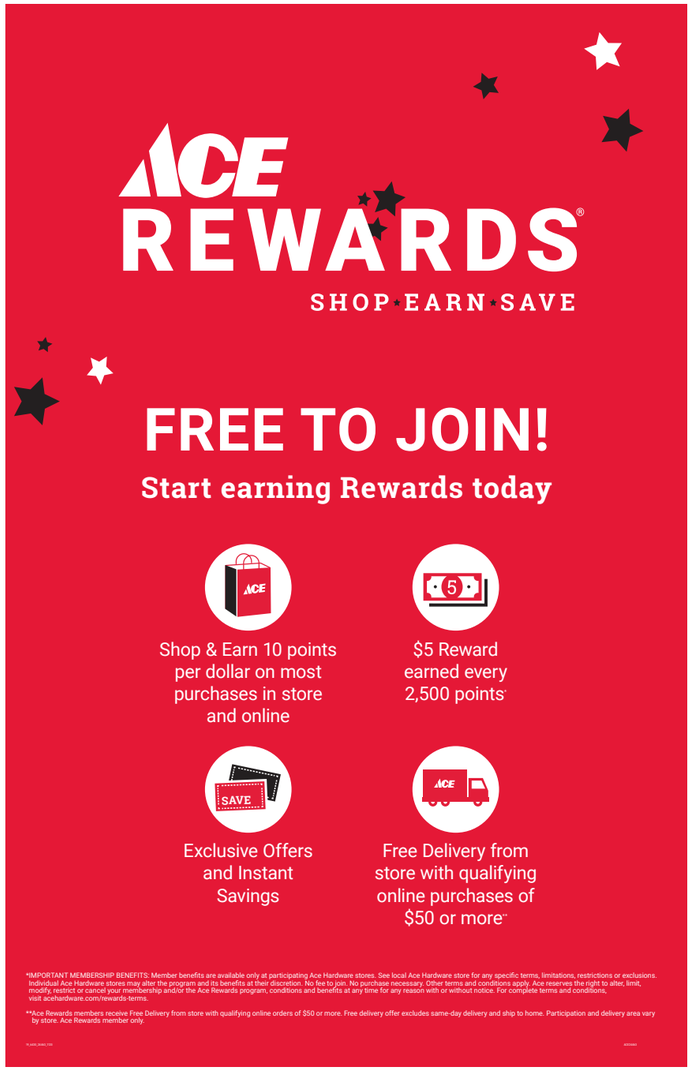
In-Store Examples

Pennant String

Ceiling Dangler

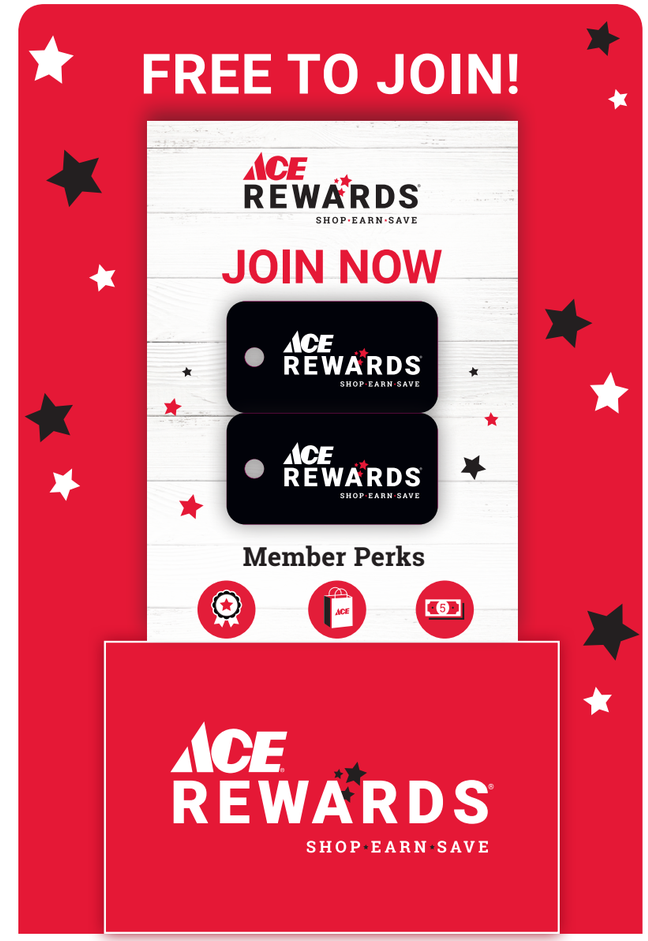
In-Store Examples

Window Poster



Window Cling

Key Fob & Application Holder



In-Store Examples

Big Store Banner

Counter Mat Decal

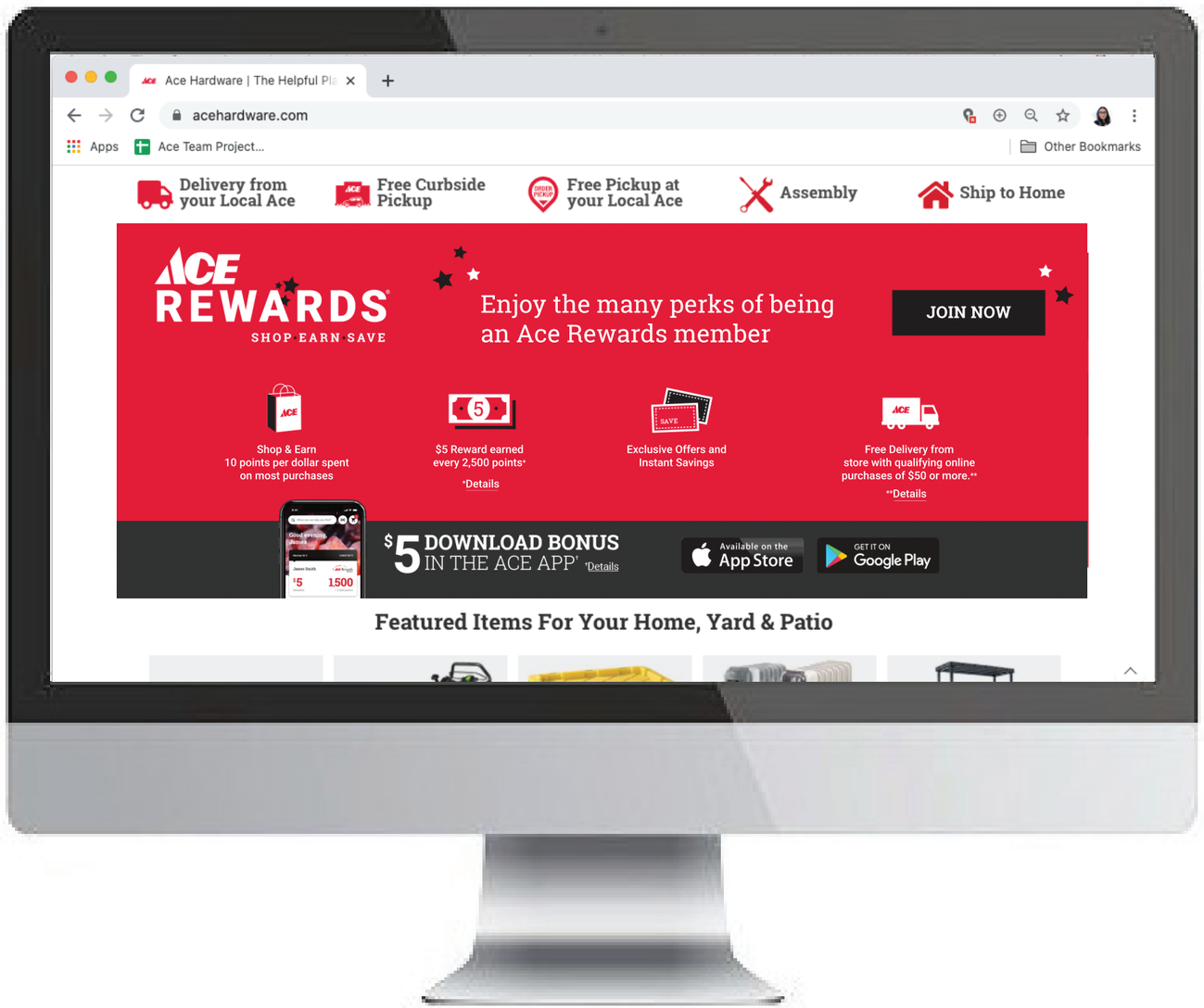
Email Example

Monthly Statement Email

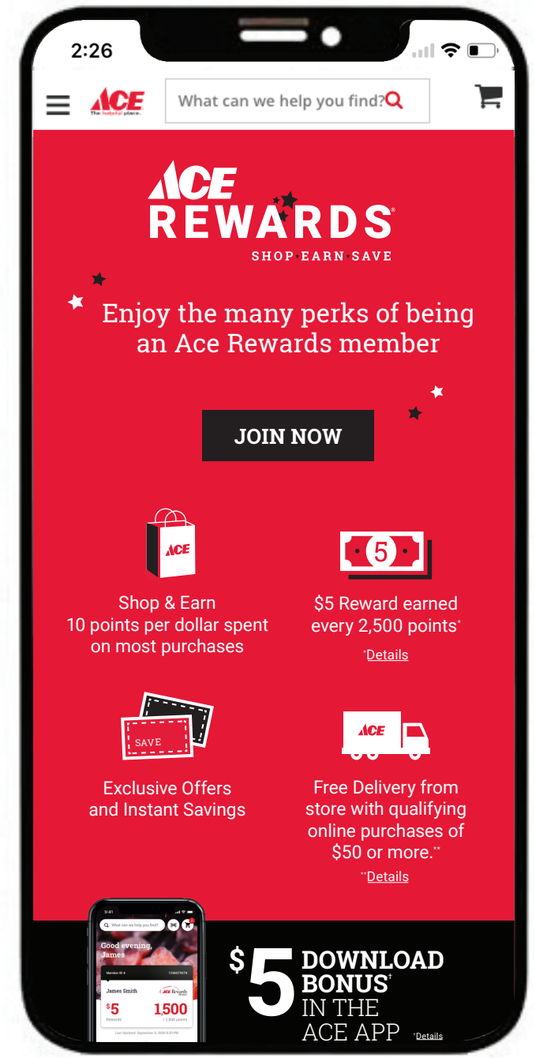
End of Year Recap Email

Dotcom Example

Homepage Banner - Desktop



Homepage Banner - Mobile



Ace Rewards Premier

Purchases, points and perks on a whole new level!

Do you amp up your projects with Ace? Is your backyard a big priority? Are you a pro with painting? For those who spend more than $750 a year with Ace, we're proud to pull back the velvet ropes for even more exclusive perks and offers – Ace Rewards Premier. As a Premier Member, we're proud to reward you in ways that go above and beyond the ordinary, just like you. Entry into Premier status is our way of personally saying "thanks!" for always choosing Ace.

Tone & Voice

Exclusive Matters:

If Ace Rewards is an achievement, Premier is VIP status. Just as our visual look suggests something special, the language in our communications should also reinforce the idea that our Premier members have earned their way to the top. Words like “exclusive offer” and “VIP status” help to remind consumers that their loyalty to Ace sets them apart in our eyes.

Snazzy not Snobby:

The Ace brand tone is helpful and friendly, and we want our Premier language to be friendly and inviting. Let’s remind consumers that it’s a bonus to be here, but it’s not elitist. Where possible, remind consumers that they are close to earning their Premier status. It’s a goal for everyone.

Thoughtful and Thankful

Premier consumers think of Ace when they shop, and we want to be just as thoughtful when it comes to their rewards. That includes remembering birthdays and letting consumers choose – a special day and a special transaction to receive their reward. Personalized communications help reinforce the idea of exclusive.

Writing Examples

Premier Members Take Center Stage

Written communications should be focused on the Premier Member, with emphasis on making them feel special. Phrases like “Exclusive Offer” and “Premier Event” help reinforce the idea that they are experiencing a perk above and beyond the ordinary.

> **Welcome to purchases, points and perks on the Premier Level!**
>
> **Scott, you’re the VIP of paint, power tools and home preservation.**
>
> **Celebrate your birthday the Premier way, Melissa. Here’s your $10 Birthday Gift.**
>
> **Pull back the ropes for a Premier Member VIP Event.**
> **You’re invited for a Holiday Sneak Peek.**
>
> **You’re shopping like a Premier VIP, Victoria! You’re only 20 points from your next Premier Reward.**

Personalized Communications when Possible

Premier Customers are frequent customers. Let’s make the extra effort to engage them on a personal level, using their name. Communications should have energy and enthusiasm so Premier Members feel excited about the program.

> **Congrats Amy! Choose when you’d like to earn Triple Points on a single purchase.**
>
> **You’re a high roller Rebecca! Choose when you’d like to take 10% off a single purchase.**
>
> **Jason, you hit the big time! This month, your Premier Status really paid off with savings.**
>
> **Premier Members get all the benefits, Cindy. Don’t miss these upcoming events and exclusive opportunities to earn more points.**

Premier Primary Logo

Full-color Premier primary logo with tagline

- Most preferred logo
- Ideal use on white or light bkgrds
- Rewards and Shop Earn Save in black
- Ace logo, premier, and stars in gold

Full-color Premier primary logo without tagline

- Ideal use on white or light bkgrds
- Rewards in black
- Ace logo, premier, and stars in gold

Premier White Logo

Reversed white and gold logo

- Ideal on black or darker bkgrd
- Rewards and Shop Earn Save in white
- Ace logo, premier, and stars in gold

With tagline

black box is for placement only

Without tagline

black box is for placement only

White logo

- Ideal on black or darker bkgrd
- All white logo

With tagline

black box is for placement only

Without tagline

black box is for placement only

Premier Black Logo

Black logo

- Preferred use for 1 color print
- All black logo

With tagline

Without tagline

Premier Primary Logo - Horizontal

Full-color primary logo with tagline

- Use only in horizontal spaces
- Ideal use on white or light bkgrds
- Rewards and Shop Earn Save in black
- Ace, premier, and stars in gold

Full-color primary logo without tagline

- Use only in horizontal spaces
- Ideal use on white or light bkgrds
- Rewards in black
- Ace, premier, and stars in gold

Premier White Logo - Horizontal

Reversed white logo

- Ideal on black or darker bkgrd
- Use only in horizontal spaces
- All white logo
- Preferred use for 1 color print

Reversed white and gold logo (preferred)

- Ideal on black or darker bkgrd
- Use only in horizontal spaces
- Rewards and Shop Earn Save in white
- Ace, premier, and stars in gold

With tagline

black box is for placement only

Without tagline

black box is for placement only

black box is for placement only

black box is for placement only

Premier Black Logo - Horizontal

Black logo

- Preferred use for 1 color print
- Use only in horizontal spaces
- All black logo

With tagline

Without tagline

Minimum Size

To protect the integrity, legibility and impact of the Ace Rewards Premier logo, it should never appear smaller than it is able to be successfully reproduced. Each logo exhibited here is rendered at its minimum size.

If the logo is set within a block of color, the minimum size still refers to the logo itself.

Primary logo with tagline

2” min

Horizontal logo with tagline

2.75” min

Primary logo without tagline

0.75” min

Horizontal logo without tagline

1” min

App and Digital Usage only

0.5” min

0.75” min

Logo Clearspace

The Ace Rewards Premier logo needs to be spatially respected and clear of clutter.

The minimum space around the logo is defined by the “A” in the Ace logo’s height/width.

Logo Don’ts

The Ace Rewards Premier logos are original artwork that must never be modified.

Do not attempt to reproduce, modify, or recreate the Ace Rewards Premier logos. Only use the approved logo files provided by Ace.

do not tilt

do not change colors

do not squish logo

do not place vertical

do not warp

do not stretch logo

do not add drop shadow

do not crop

do not add special effects

Fonts

Consistent use of typography is key to maintaining our Ace Rewards Premier look and feel.
Roboto Slab Bold and Roboto Regular are our primary typefaces.

Primary Font - Roboto Slab Bold

headlines

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary Font - Roboto Regular

subheadlines and body copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Accent Font - Run Wild

pop words (i.e. birthday, congrats, exclusive)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Color Palette

primary

Pantone 7555 U

CMYK
C 16%
M 33%
Y 76%
K 0.25%

RGB
R 215
G 169
B 89

HEX D7A959

Rich Black

CMYK
C 60%
M 40%
Y 40%
K 100%

RGB
R 0
G 0
B 0

HEX 333333

secondary

White

CMYK
C 0%
M 0%
Y 0%
K 0%

RGB
R 255
G 255
B 255

HEX FFFFFF

Black 12%

CMYK
C 0%
M 0%
Y 0%
K 12%

RGB
R 226
G 227
B 228

HEX E2E3E4

Backgrounds

primary

Rich Black

Chalkboard

Please note that rich black is the preferred use. Exception - on print pieces where black is less than 30% of the space, then 100% black is used instead of rich black (due to printing reasons).

Please use a dark gray HEX #333333 in digital only.

secondary

Gold Leaf

Gold Metallic

Elements

Stars

Gold Star

Gold Leaf Star

Black Star

White Star

black box is for
placement only

Please note the usage of stars should have a push pull effect that frames and compliments the piece without drawing too much attention to it. See pages 62-67 for examples of usage.

Toolbox

Gold Toolbox

Program Level - Standard Icons

Premier icons will be used to bring values to life. They will help reinforce the benefits offered in Ace Rewards Premier.

Shop & Earn

$5 Reward

Members Only

Download Bonus

Free Delivery

Exclusive Offers

Bonus Points

Birthday

Program Level - Standard Icon Versions

Icon versions available for different backgrounds.

Shop & Earn **$5 Reward** **Members Only** **Download Bonus** **Free Delivery** **Exclusive Offers** **Bonus Points** **Birthday**

Reversed out icon

gold box is for placement only but use of this icon version is preferred on this color background

Icon in white circle

chalkboard background is for placement only but use of this icon version is preferred on this background or black

Icon in gold circle (preferred)

black box is for placement only but use of this icon version is preferred on this color background or chalkbaord

Program Level - Exclusive Icons

These exclusive icons are only available for use when speaking to Premier members.

Save 10%

Triple Points

App Extras

Program Level - Exclusive Icon Versions

Icon versions available for different backgrounds.

Save 10% **Triple Points** **App Extras**

Reversed out icon

gold box is for placement only but use of this icon version is preferred on this color background

Icon in white circle

chalkboard background is for placement only but use of this icon version is preferred on this background or black

Icon in gold circle (preferred)

black box is for placement only but use of this icon version is preferred on this color background or chalkboard

Program Icons & Messaging

10% OFF a Single Purchase:
Your choice, your chance to save!

Triple Points on a Single Purchase:
Make those points count on a special purchase.

App Extras:
Check your Ace App for these exclusive offers

$10 Birthday Gift:
Something extra on your special day.

Earn 1,000 Bonus Points when you join.

Shop & Earn 10 points per dollar on most purchases in store & online.

$5 Reward earned every 2,500 points.

Member-only access to special events.

Exclusive offers and instant savings.

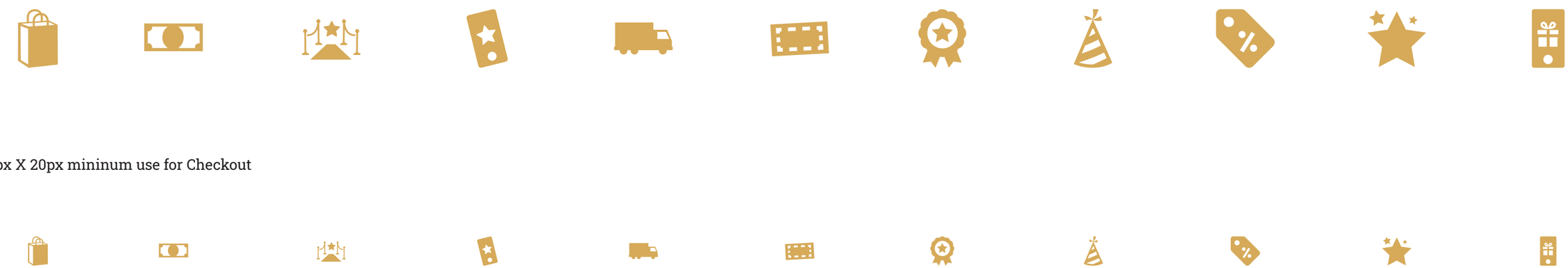
$5 Download Bonus in the Ace App.*

Free Delivery from store with qualifying online purchases of $50 or more.*

Program Level - App Icon Versions

These are simplified one-color versions of the original and are **SPECIFIC TO THE APP AND DOTCOM USAGE ONLY.**
Use of these are for the “Available Offers” and Checkout only.
DO NOT USE ON ANY OTHER CREATIVE.

Shop & Earn	$5 Reward	Members Only	Download Bonus	Free Delivery	Exclusive Offers	Bonus Points	Birthday	Save 10%	Triple Points	App Extras



20px X 20px mininum use for Checkout

Available Offers in App Example:

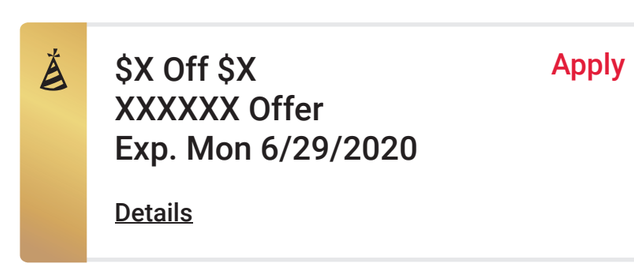
Use black icon on gold background (or gradient gold)
HEX #D7A959

NOTE:
Gold background, black icon is ADA-compliant

Checkout Example:

Use black icon on gold foil gradient CSS:
position: absolute;
width: 36px;
height: 130px;
left: 0px;
top: 0px;

background: linear-gradient(180deg, #D7A959 -11.54%, #F7E09B 19.11%, #D4A313 141.15%, #D7A959 141.15%);
border-radius: 4px 0px 0px 4px;



Offer Level - App Only Icons

These are simplified versions of the original and are **SPECIFIC TO THE APP AND DOTCOM USAGE ONLY.**
Use of these are for the “Available Offers” and Checkout only.
DO NOT USE ON ANY OTHER CREATIVE.

$ Dollar Off

FBS

Gift

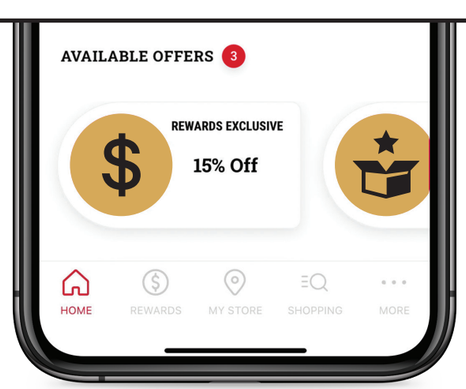
Bonus Bucks

20px X 20px mininum use for Checkout

Available Offers in App Example:

Use black icon on gold background (or gradient gold)
HEX #D7A959

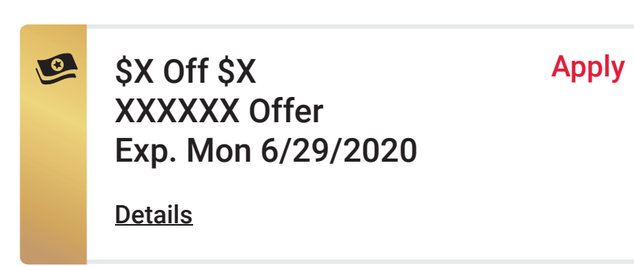
NOTE:
Gold background, black icon is ADA-compliant



Checkout Example:

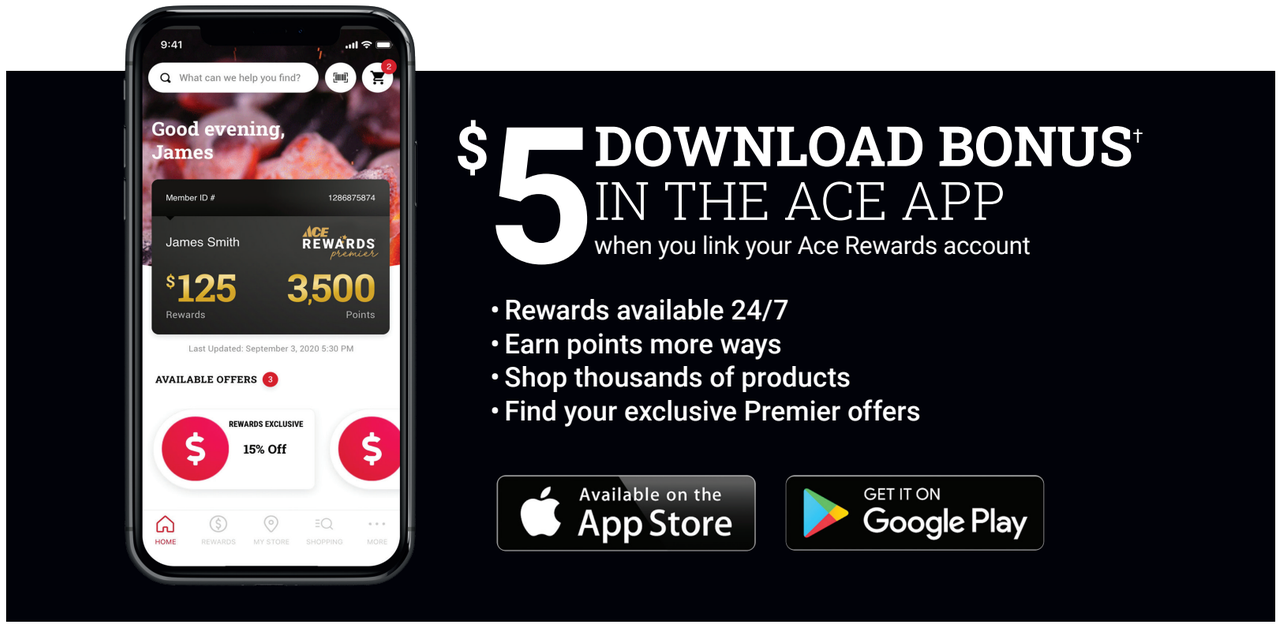
Use black icon on gold foil gradient CSS:
position: absolute;
width: 36px;
height: 130px;
left: 0px;
top: 0px;

background: linear-gradient(180deg, #D7A959 -11.54%, #F7E09B 19.11%, #D4A313 141.15%, #D7A959 141.15%);
border-radius: 4px 0px 0px 4px;



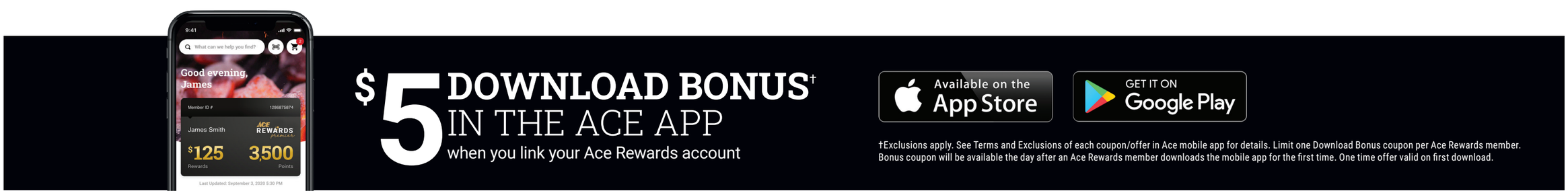
Download Bonus

$5 Download Bonus lockup - vertical creative (i.e. mailer panel)



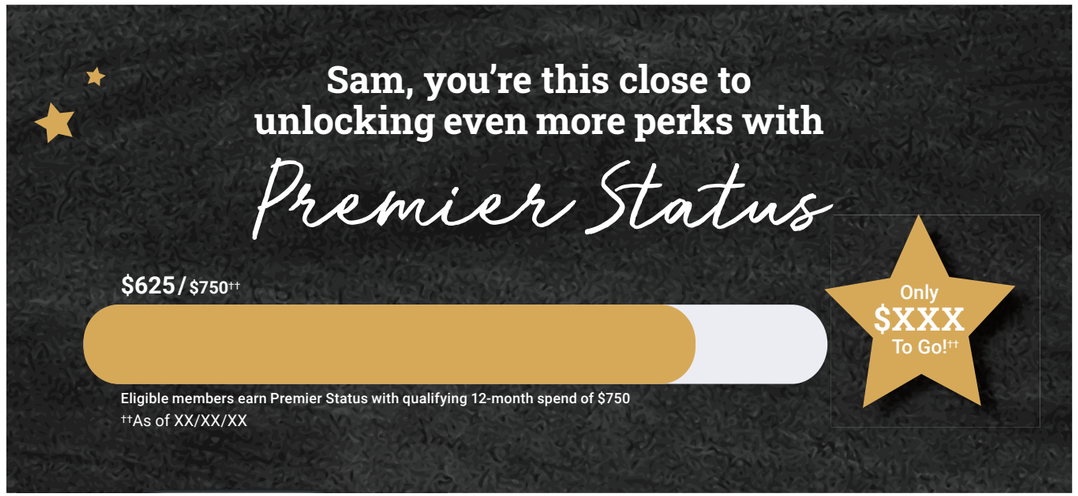
Please see page 69 for disclaimers.

$5 Download Bonus lockup - horizontal creative (i.e. B-Spot)



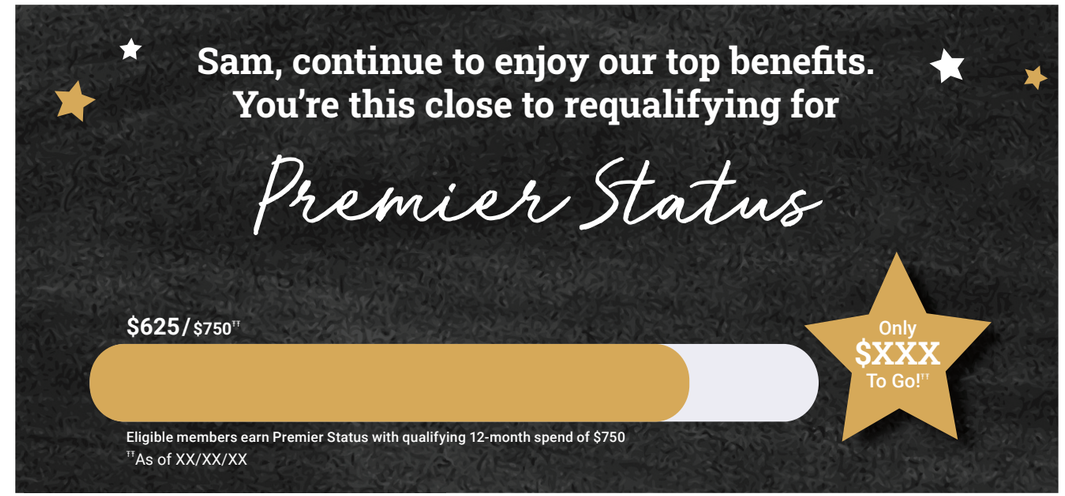
Tracker Status

Almost There Premier Status Tracker:



Please see page 69 for disclaimers.

Don't Lose Premier Status Tracker:



Please see page 69 for disclaimers.

Points Tracker:

Please see page 69 for disclaimers.

Only XXXX points to go!†

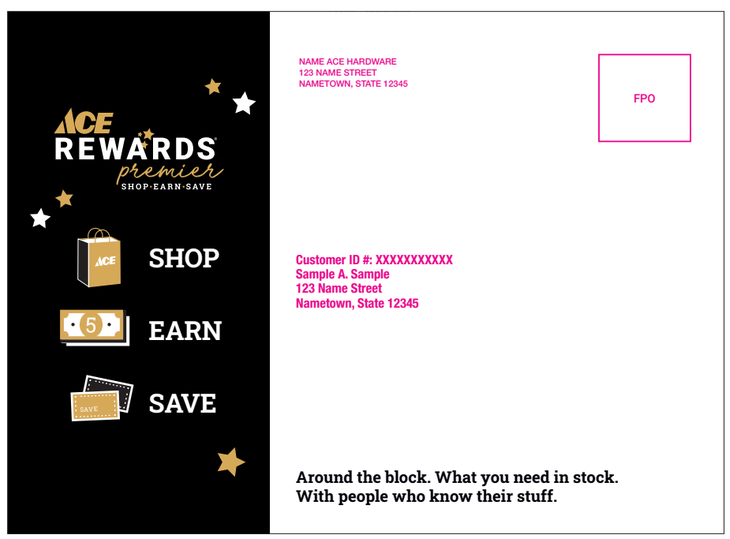
Earn 10 points per dollar spent on most purchases in store and online**
†As of XX/XX/XX

Print Examples

Welcome Mailer

COVER

MAILING PANEL



INSIDE WITH PIRX CARDS

Print Examples

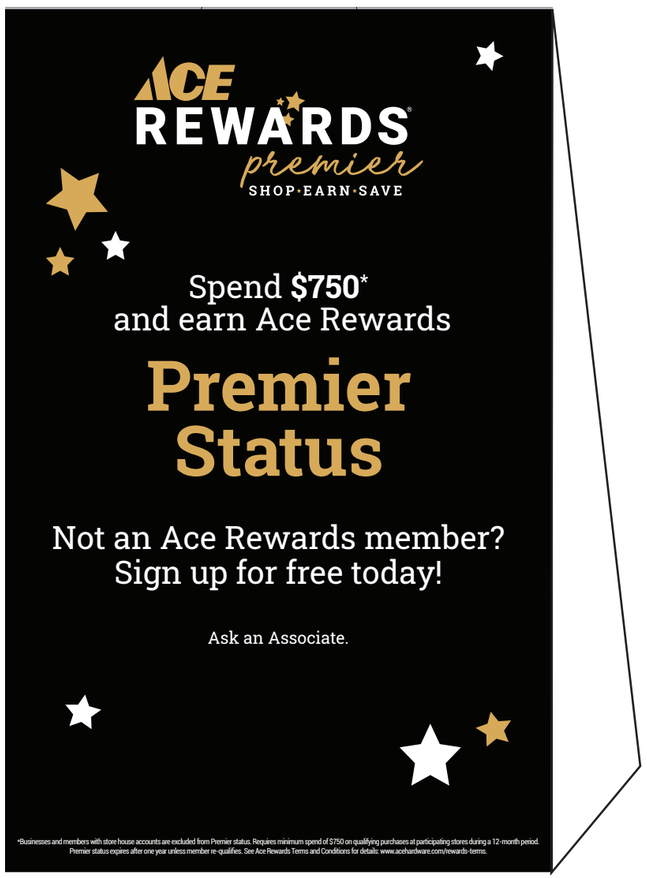
Don’t Lose Premier Status Postcard

FRONT

MAILING PANEL

In-Store Examples

Table Tent



Ceiling Dangler

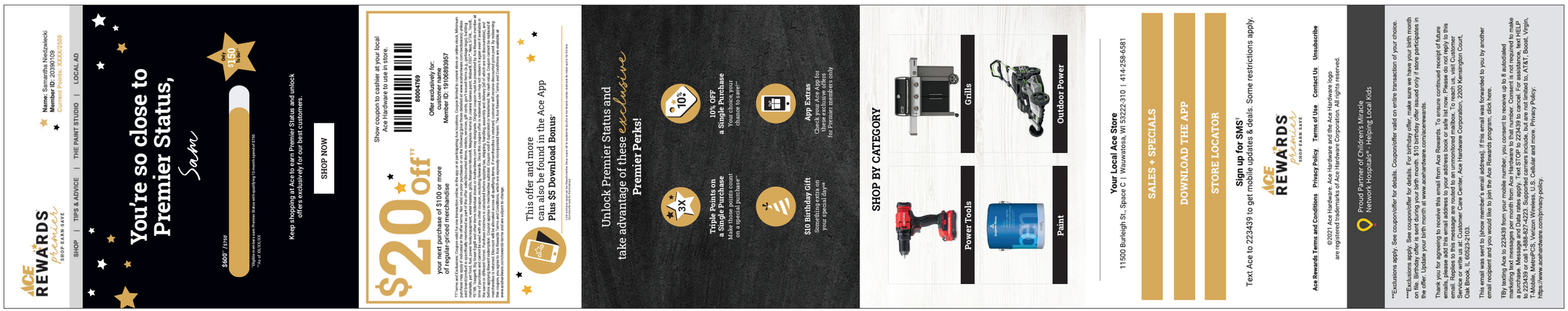
Email Examples

Welcome Email

Monthly Statement Email

Email Examples

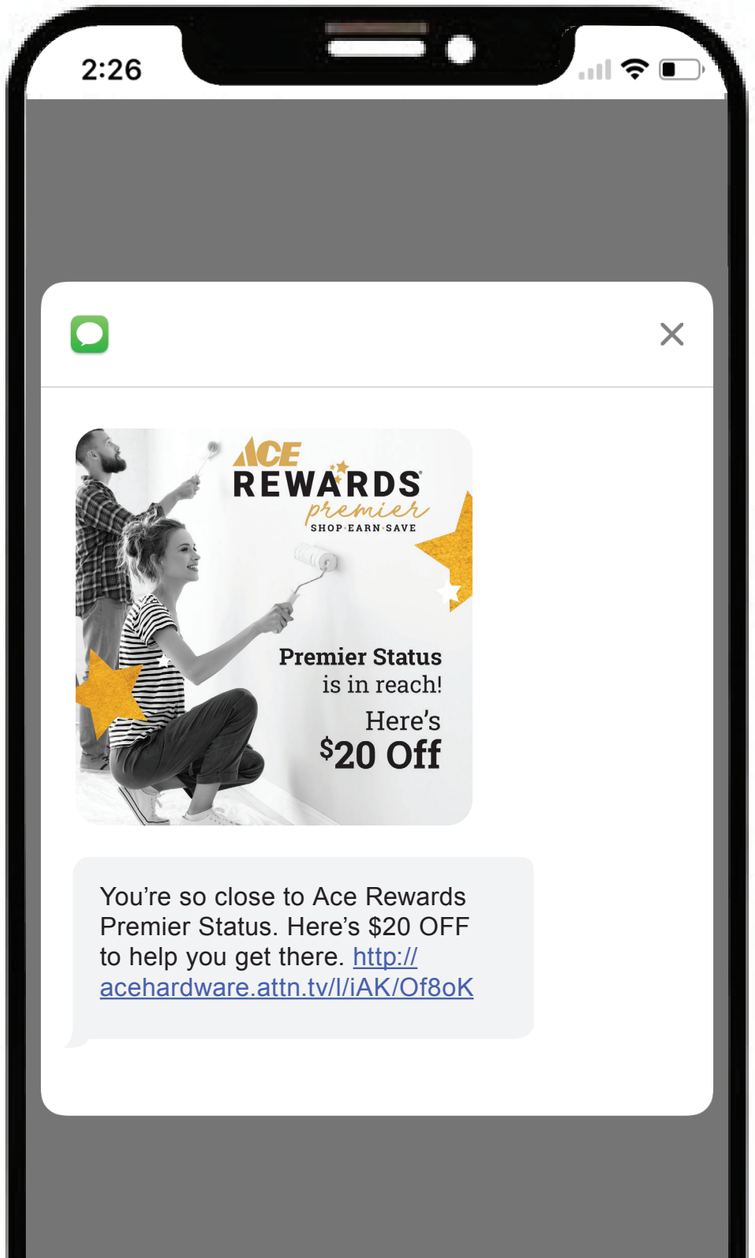
Almost There to Premier Status Email



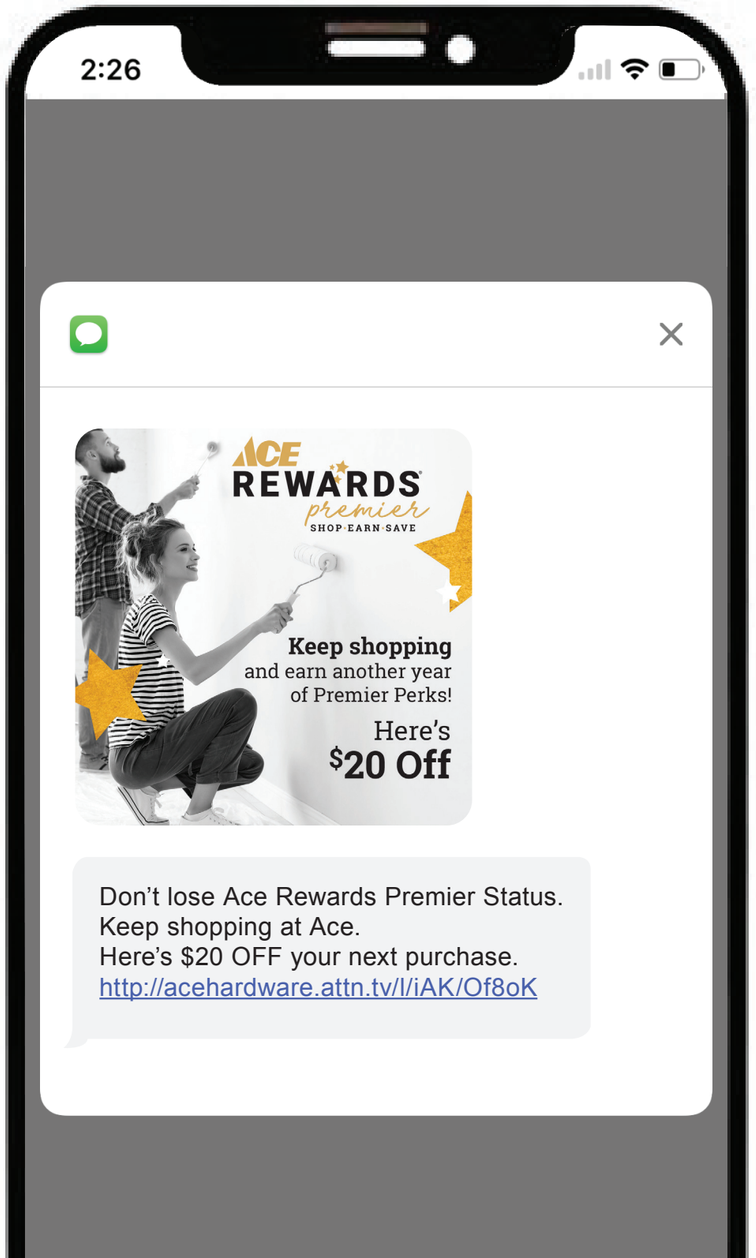
Don't Lose Premier Status Email

Push Examples

Almost There to Premier Status Push Notification



Don't Lose Premier Status Push Notification



Ace Rewards Membership Levels

Reach Premier status and unlock extra perks!

Benefits*	Member FREE to join	Premier Qualifying 12-month spend of $750**
Rewards 10 points per $1 spent on most purchases; 2,500 points = $5 Reward	★	★
1,000 New Member Bonus Points	★	★
$5 New Member Welcome Offer***	★	★
Exclusive Offers and Instant Savings***	★	★
Member-Only Access to Special Events***	★	★
Free Delivery from Store with qualifying online purchases of $50 or more†	★	★
Birthday Offer***	$5 Birthday Participating stores only***	$10 Birthday
$5 Download Bonus in the Ace App††	★	★
Exclusive Ways to Earn Points Through the Ace App††	★	★
Exclusive Ace App-Only Offers††	★	★
Premier App Extras††		★
10% Off a Single Purchase of Your Choice†††		★
3X Points on a Purchase of Your Choice†††		★

Exclusive In-App Benefits

By enrolling in Ace Rewards, participating in the Ace Rewards program, or redeeming or using Rewards, coupons or offers, you agree to the Ace Rewards Terms and Conditions, which are available for review at: www.acehardware.com/rewards-terms. The Ace Rewards Terms and Conditions are subject to change.

Disclaimers

* IMPORTANT MEMBERSHIP INFORMATION: Member benefits are available only at participating Ace Hardware stores. See local Ace Hardware store for any specific terms, limitations or exclusions. Individual Ace Hardware stores may alter the Rewards program and its benefits at their discretion. No fee to join. No purchase necessary to join Ace Rewards. Other terms and conditions apply. For complete terms and conditions, visit www.acehardware.com/rewards-terms. Ace reserves the right to modify, limit or cancel your membership and/or the Ace Rewards program, conditions and benefits at any time for any reason with or without notice.

** Businesses and members with store house accounts are excluded from Premier status. Requires minimum spend of $750 on qualifying purchases at participating stores during a 12-month period. Premier status expires afterone year unless member requalifies. See Ace Rewards Terms and Conditions for details: www.acehardware.com/rewards-terms.

*** Exclusions apply. See coupon/offer for details. For Birthday Offers, make sure we have your birth month on file. Birthday Offer is sent during your birth month. $5 Birthday Offer issued only if store participates in the offer. New Member Offers available only upon joining Rewards, not attaining Premier status. $5 New Member Welcome Offer requires valid mailing address on file. Update account information at www.acehardware.com/acerewards.

† Free Delivery offer excludes same-day delivery and ship to home. Participation and delivery area vary by store. Ace Rewards members only.

†† Exclusions apply. See Terms and Exclusions of each coupon/offer in Ace mobile app for details. Limit one Download Bonus coupon per Ace Rewards member. Bonus coupon will be available the day after an Ace Rewards member downloads the mobile app for the first time. One time offer valid on first download.

††† Exclusions apply. See coupon/offer for details. Coupon/offer valid on entire transaction of your choice.

Ace Rewards